

JUSTIFICATION AND APPROVAL
FOR OTHER THAN FULL AND OPEN COMPETITION

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations
Technology Acquisition Center (TAC)
260 Industrial Way West
Eatontown, New Jersey 07724
2. Description of Action: The proposed action is for a time-and-materials (T&M) contract, consisting of one 12-month base period and one 12-month option period, to acquire acquisition support for Product Development (PD), to include support in assessing and structuring all of the contracting/acquisition data required and generated through various VA applications.
3. Description of Supplies or Services: Over the last year, the Office of Information Technology (OIT) PD has implemented a new set of contracting/ acquisition processes and strategies. These various new processes and strategies relate to introduction of new organizational elements such as the TAC and the Major Initiatives (MI), as well as procedural changes including the Program Management Accountability System (PMAS) and more focus on Integrated Product Teams (IPTs), and technology tools such as the Virtual Office of Acquisition (VOA). The many stakeholders, processes and tools have resulted in a wealth of data for OIT/PD contracting and acquisition activities. The proposed action will provide acquisition support to PD to include support in acquisition planning, acquisition strategy development, acquisition package development and processing, and analysis of VA OIT PD acquisition and contracting data needs, as well as support in assessing and structuring all of the contracting/acquisition data that is required and generated through the various mechanisms mentioned above.
4. Statutory Authority: The statutory authority permitting other than full and open competition for this acquisition is 41 U.S.C. 253(c)(5), "when a statute expressly authorizes or requires that the acquisition be made through another agency or from a specified source," as implemented by Federal Acquisition Regulation (FAR) 6.302-5. For this action, 38 U.S.C. 8127(c), known as the Veterans First Contracting Program, provides the authority to directly contract with a Service-Disabled Veteran-Owned Small Business (SDVOSB).
5. Reason for Authority Cited: The proposed source for this action is MDM Strategies, Inc., 1525 W. Riviera Drive, Merritt Island, Florida 32952. MDM Strategies, Inc. has successfully supported PD in the past and is currently providing the aforementioned acquisition support for PD. Additionally, MDM Strategies, Inc. has the resources and expertise to provide the needed support. Based on the above information, the Government's technical experts have concluded that MDM Strategies, Inc. can meet VA's needs.

6. Efforts to Obtain Competition: Market research was conducted and the details are contained in the market research section below. Consistent with the guidelines of the Veterans First Contracting Program, the proposed action described herein will be synopsized on the Federal Business Opportunities Page in accordance with FAR Part 5.
7. Actions to Increase Competition: All future requirements will be handled on a case-by-case basis to determine any future acquisition strategy.
8. Market Research: Market research was conducted by searching the VetBiz.gov database on April 26, 2012, to determine if MDM Strategies, Inc. is a SDVOSB. This search concluded that MDM Strategies, Inc. is registered and verified in the VetBiz.gov database and qualifies as a SDVOSB in accordance with federal small business size standards for the applicable North American Industry Classification System code 541618. Additionally, a search in the Central Contractor Registration (CCR) performed on April 26, 2012, showed that MDM Strategies, Inc. is registered in the CCR. Based on this market research and information cited in paragraph five, the Government has determined that MDM Strategies, Inc. is a SDVOSB and can meet all of the Government's requirements.
9. Other Facts: The Procuring Contracting Officer has determined that this proposed action meets all the requirements of 38 U.S.C 8127(c). This procurement is below the \$5,000,000 threshold, MDM Strategies, Inc. has been determined to be a responsible SDVOSB, and a fair and reasonable price will offer a best value to the Government. Additionally, the contractor will perform against a performance based work statement as the Government will rely on the contractor's technical expertise in meeting the contract requirements.